NOTE TO READERS

All translations from Korean are mine unless otherwise noted. In transliterating Korean words, I use the McCune-Reischauer system, except when common usage differs. Korean names are given with the surname preceding their first name, unless the author in question publishes primarily in English. Unless otherwise noted, for Korean organizations, I use their preferred rendering of their names in English, as indicated in their publications or on their websites. The names of my interviewees are pseudonyms, except for public figures and those people who indicated that they wished to appear under their real names. Details on advertisements mentioned in the text are provided in appendix 3. Most of them can be viewed at https://bit.ly/FlowerOfCapitalism.